



## St. Joseph's College of Commerce (Autonomous)

#163, Brigade Road, Bengaluru - 560025, Karnataka.

### CURRICULUM VITAE

**Name:** Shyama C

**Designation:** Assistant Professor

**Gender:** Female

**Email-ID (Official):** shyama@sjcc.edu.in

**Education:** M.Com, PGDBM-MM, PGDBA, NET

**Personal Website:**

**Blog:**

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**Areas of specialisation:** Marketing Management, Accountancy

**Research Interest:** Retail, marketing and management domain

**Teaching Interest:** Retail, marketing and management domain

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#### **Work Experience with current institution:**

(Kindly press tab in the last row of each table to add as many columns as required to fill in your details)

#### Total Experience (including Teaching and Research )

Name of the Institution	Position Held	Experience from - to	Total Years of Experience
St. Joseph's College of Commerce (Autonomous)	Assistant Professor	May 2024 - current	

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#### **Work Experience with previous employer:**

a) Teaching Experience :

Designation	Teaching Experience from - to	Total Years of Experience
Faculty Member	2018 - 2020	2
Faculty Member	2021	1

b) Industry Experience :

Name of the Company	Designation	Total Years of Experience
Target Corporation India	Business Partner SPT	3.6 years
Meragi Events E-Commerce Pvt Ltd	Relationship Manager	0.9 years

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**Administrative Roles (i.e. VP, IQAC, TQM, HOD, Class Mentor, Co-ordinators, NSS Programme Officer and others):**

Position Held	Years of Experience	Nature of responsibilities
-	-	-
-	-	-

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**Academic Roles (Editorial Board Member, Member - Board of Studies, Examiners, External Examiner or Advisory Board in other Colleges, Peer Reviewer):**

Position Held	Years of Experience	Nature of responsibilities
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-	-	-

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**Honors, Recognition, Awards:**

Name of the Award	Name of the Awarding organisation	Year	Nature of Award
Best Paper Award	6 <sup>th</sup> National Research Conference on Innovation and Advances in Interdisciplinary Business Research (IAIBR'23) at Dhanraj Baid Jain College (Autonomous)	2023	Research paper award
Performance award	Target Corporation India	2022	Corporate performance
Performance award	Target Corporation India0	2020	Corporate performance

Best Outgoing student - Commerce	St. Joseph's College (Autonomous)	2019	College award
Exemplary contribution award	St. Joseph's College (Autonomous)	2016-2019	College award
Best association volunteer - Commerce	St. Joseph's College (Autonomous)	2018-2019	College award
President	Commerce Association - St. Joseph's College (Autonomous)	2018-19	Honour
Vice-President	Commerce Association - St. Joseph's College (Autonomous)	2017-18	Honour
Gold Medallist - Accountancy	Mount Carmel PU College	2016	Academic Award

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**Research Projects (year wise latest to old):**

Title of the project	Name of Funding Agency	Duration of Project	Sanctioned Project Grants	Status of Project (on-going / completed)
-	-	-	-	-
-	-	-	-	-

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**Guideship Recognition M.Phil / Ph.D programmes:**

Research Scholar's Name	Name of the University	Discipline and Area of Specialization	Title of the Thesis
-	-	-	-
-	-	-	-

**Publications (year wise latest to old):**

a. Books

Title of the Book	Publisher's Name	Year of Publication	ISBN No.
-	-	-	-
-	-	-	-

b. Chapters in Books

Title of the Book	Publisher's Name	Chapter Title	Page numbers	Year of Publication
-	-	-	-	-

c. Journal Articles

Title	Authors	Year of Publication	Details of the Journal
Revenge Shopping post lockdown and retail channel preferences	Shyama C	2023	South India Journal of Social Sciences, Vol XXI, No. 9 - 2023

d. Reports, Working Papers, Discussion Papers, Reviews

Title	Authors	Year of Publication	Details

e. Popular publications (Newspaper/Magazine Articles)

Title	Authors	Year of Publication	Details

f. Paper Presentations (Conferences, Seminars, Workshops)

Title and details	Presented at	Date
Revenge Shopping post lockdown and retail channel preferences	6 <sup>th</sup> National Research Conference on Innovation and	28-01-2023

	Advances in Interdisciplinary Business Research (IAIBR'23) at Dhanraj Baid Jain College (Autonomous).	

g. Invited Lectures, Presentation and Participation in Workshops, Trainings and Roundtables organised

Title of the Topic / Theme Discussed	Participant/panelist /presenter (Please mark the appropriate one)	Name of the Organisation	State/ National/ International	Date

**Professional Body Membership (Name of Professional Bodies and Membership type (Annual/Life time):**

Name of the Professional Body	Membership Type (Annual/Life time)	Details

**Consultancy (year wise latest to old):**

Nature of Consultancy	Name of organization	Duration

Provide a brief summary of your career in about 100-150 words. Kindly write in a third person narrative.

Ms. Shyama, an Assistant Professor at St. Joseph's College of Commerce, brings nearly 5 years of industry experience to her role, encompassing diverse positions in both a Fortune 50 company and a startup, spanning sales, operations, management, training, and project management.

Throughout her educational journey, she actively engaged in both co-curricular and extra-curricular activities, earning multiple accolades. She held successive leadership roles as Vice-president and President of the Commerce Association at St. Joseph's College for two years, and was honoured with titles including Best Outgoing Student, Best Association Member, and recipient of an Exemplary Contribution Award. Fuelled by her drive for learning, Shyama has earned the prestigious Best Paper Award at a National Conference.

Motivated by her passion for education, she was actively involved in training students of professional courses and teaching at private institutes. Additionally, she contributed as an academic volunteer in an NGO to teach children in shelter homes.